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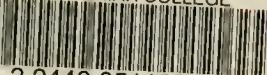
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FALL, 1954

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ANNIVERSARY GIFTS TOTAL \$750,000

President Pannell Announces \$375,000 Grant To Development Program

BIG MEETING—BIG GIFT

Thursday, November 4, 1954 will stand as a memorable date in the history of Sweet Briar College. On that evening, President Anne Gary Pannell announced a \$375,000 conditional grant from the trustees of an anonymous Southern foundation to the Sweet Briar College Development Program.

This grant, as the first outstanding leadership gift to the 50th Anniversary \$2,500,000 program, brings the total now tabulated in gifts and pledges to approximately \$750,000.

In a surprise report to the students and faculty assembled at an all-campus community meeting in Manson Hall, Mrs. Pannell described the grant as a "challenge" gift which the donors have allocated to Sweet Briar on condition that a matching gift or gifts of \$375,000 are secured for the development program from other foundations.

HOW TO DO THE JOB!

Already Secured
From Half of
Alumnae and Parents\$375,000

To Be Secured in
Additional Alumnae
and Parent Gifts
by 1956\$375,000

Total Goal For
General Canvass\$ 750,000

Anonymous Conditional
Grant Announced on
Nov. 4, 1954\$375,000

To Be Matched by a
Foundation Grant or
Grants Totalling\$375,000

Immediate Goal For
Leadership Gifts
Committee\$ 750,000*

*To Be Matched by
Additional Leadership
Gifts From Alumnae, Parents,
Friends, Foundations, Cor-
porations and Other Sources
Totalling\$ 750,000

One Last "Special Gift" We
Shall Need To Finish the
Job\$ 250,000

Total Objective\$ 2,500,000

IT CAN BE DONE!

SECOND CHALLENGE

"When we have secured the necessary grants to match this splendid and inspiring gift, we shall have \$750,000 from foundations to add to our endowment fund," she announced, "and at that point the Sweet Briar family is challenged to do its best to match that \$750,000 with an additional \$750,000 in gifts from every possible source and thereby assure the over-all success of the development program."

In her remarks, President Pannell stressed the fact that the \$375,000 grant comes to Sweet Briar as a result of the "love and devotion of members of a Sweet Briar family who, as alumnae and parents, know and believe in this college."

"This gift," she said, "is the largest single contribution to Sweet Briar since the original bequest which founded the college, and more important, it is an expression of faith in this college, this faculty, and these students. It is a thrilling endorsement of the ideals and traditions of Sweet Briar."

\$750,000 SET AS GENERAL CANVASS GOAL

With \$375,000 already secured in hundreds of smaller gifts and pledges, a systematic effort is now underway to secure an additional \$375,000 in similar gifts so that a \$750,000 goal from smaller subscriptions can be reached by means of the area-by-area solicitation program from "London-to-Honolulu."

In discussing the general canvass, Mrs. Pannell said: "With this splendid total of \$375,000 already reported from half of the people (alumnae and parents) who know the college, we are encouraged to believe that the other half of our Sweet Briar alumnae and parent groups (in regions yet to be solicited) will help us to reach this all-important \$750,000 goal which has been set for the Sweet Briar "family" itself. This will be no easy accomplishment. It will require planned gifts, additional gifts from previous donors, and a spirit of purposeful dedication on the part of every alumna, parent, and friend of Sweet Briar College everywhere."

TRIBUTE TO WORKERS

In closing her report, President Pannell complimented the area and regional committees of alumnae and parent solicitors "who have made this program a success to date, who are serving as a great corps of good-will ambassadors, and who are doing their development program tasks with willingness and dispatch because they believe in the future of Sweet Briar College."

Mrs. Pannell paid special tribute to Mrs. W. L. Lyons Brown (Sara Shallenberger, '32) who until last spring was chairman of the development committee and who now continues to give time, energy, and leadership to this program as a highly devoted and enthusiastic member of the development committee.

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As responses to the special gift report, there were a series of talks by the following representatives of the groups indicated: *Parents*—Mr. James R. Gilliam of Lynchburg, Va., *Students*—Miss Kay Smith of Wilmington, Delaware, *Faculty*—Miss Lucy Crawford, *Alumnae*—Mrs. Joseph A. Gilchrist, Jr., (Edna Lee, '26) and *Board of Overseers and development committee*—Dr. Connie M. Guion. The presiding officer at the meeting was Mr. Charles H. Murchison of Washington, D. C., chairman of the leadership gifts committee of the development program.

OVER 325 GUESTS ATTEND PARENTS' DAY ACTIVITIES

Parents from all points of the compass, including more than 325 mothers and fathers, spent Saturday, October 30th, at Sweet Briar College and took part in the eighth annual Parents' Day. This number, with over 200 families registered, represents the largest attendance at this annual event to date.

Mr. Hugh K. Duffield, Washington, as chairman of the Parents' Advisory Board, presided at the meeting of that group. It was attended by more than 40 members, including 29 who have just been appointed.

Addressing the parent members of the Board as stockholders in the Sweet Briar enterprise, President Anne Gary Pannell gave them a report of the college's status. Among the assets she included the faculty, the students, the campus and buildings—and the balanced annual budget. Its liabilities she listed as inadequate endowment and too few buildings, citing particularly the need for a new science building, another dormitory and an auditorium-art center which would serve the entire community.

Mr. Wright Bryan, editor of *The Cleveland Plain Dealer*, spoke in particular praise of the Junior Year in France as a means of building the "reservoir of good will which can, should and must exist if the weightier problems of international relations are to be solved."

Another parent, Mr. William H. Ruffin, Durham, N. C., emphasized the need for industrial and business support of higher education.

Newly appointed members of the Parents' Advisory Board include:

Mr. James C. Ambler, New York City; Mr. Thomas Ashby, San Francisco, California; Dr. George Austen, Jr., Cleveland, Ohio; Mr. Fred Bear, Montgomery, Alabama; Mr. Samuel Benedict, Cincinnati, Ohio; Mr. Harlee Branch, Jr., Atlanta, Georgia; Mr. Walter L. Brown, New York City; Mr. William J. Cabaniss, Birmingham, Alabama; Mr. J. Archibald Cannon, Greensboro, N. C.; Mr. James L. Cooper, Cedar



Gathered for an informal coffee just before the annual meeting of the Parents' Advisory Board on October 30th were the following Sweet Briar parents: (left to right) Mrs. Wright Bryan of Cleveland, Ohio (Ellen Newell '26), Mr. Bryon, Mrs. Hugh K. Duffield of Washington, D. C., Mr. William H. Ruffin of Durham, N. C., Mrs. Ruffin (Josephine Kluttz '29), and Mr. Duffield, chairman of the Parents' Advisory Board.

Rapids, Iowa; Mr. Thomas C. Coxe, Jr., Mont Clare, South Carolina; Mr. James C. Craig, Jacksonville, Florida; The Rev. Mr. Frances Craighill, Williamsburg, Va.; Mr. Dwight H. Day, Richmond, Va.; Mr. Alexander Donnan, Roanoke, Va.; Mr. John D. Eller, Elkin, N. C.; Mr. William M. Frame, Pittsburgh, Penn.; Mr. Anthony Halmagyi, Richmond, Va.; Mr. Karl F. Hehl, Denver, Colorado; Dr. Harland F. Howe, Toledo, Ohio; Mr. G. Allen Kimball, Lake Charles, La.; Mr. Harold H. Martin, Atlanta, Georgia; Mr. W. T. McCullough, Jr., New York City; Mr. Edwin Baylies Meade, Danville, Va.; Mr. Joseph S. Morris, San Antonio, Texas; Mr. W. Brown Morton, Jr., New York City; Mr. William C. Pender, Norfolk, Va.; Mr. Harold K. Philips, New York City; Mr. Thomas Pinckney, Richmond, Va.; Mr. George Radin, New York City; Mr. William Giles Raines, Havana, Cuba; Mr. Barclay Robinson, Hartford, Conn.; Dr. Ernest G. Scott, Lynchburg, Va.; Mr. Oliver N. Shaw, Charlotte, N. C.; Mr. Montford H. Smith, Wilmington, Delaware; Mr. Frederick J. Smythe, Louisville, Kentucky; Mr. Julian A. Space, Jr., Savannah, Ga.; Mr. Lucian C. Sprague, Minneapolis, Minn.; Mr. William T. St. Clair, Richmond, Va.; Mr. James R. Stockton, Jacksonville, Fla.; Mr. William B. Taliaferro, Richmond, Va.; Mr. Robert C. Tyson, New York City; Col. George J. Weitzel, Aiken, S. C.; Mrs. James S. Willis, Milton, Mass.; Mr. Mark Wilson, Jr., Chattanooga, Tenn.; Mr. J. Woodbridge Wornall, Overland Park, Kansas; and Mr. Joseph W. Wyatt, Washington, D. C.

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